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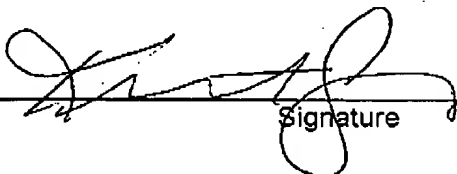
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Attached to this cover-sheet please find the following documents:

1. Certificate of Transmittal (1 page); and
2. Amendment (18 pages).

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AUG 15 2006

Application Serial No. 09/755,738

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Michelle R. Sandholm      Docket No.: ISAA0011  
Serial No.: 09/755,738      Art Unit: 3629  
5 Filed: January 5, 2001      Examiner: Thai, Cang C  
Title: MULTI-CHANNEL MARKETING DATABASE DEVELOPMENT METHODOLOGY

15 August 2006

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Commissioner for Patents  
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**RESPONSE**

20 Sir:

This Amendment is in response to the Office Action, dated 15 May 2006, for the above-identified patent application. Attached hereto is an Amendment to the Claims.

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The Commissioner is authorized to charge any fees due to the Glenn Patent Group Deposit Account No. 07-1445, Customer No. 22862. Applicant considers this document to be filed in a timely manner.